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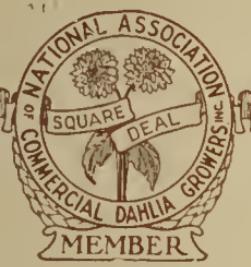


63.51  
Time of Shipment

Roots will be shipped after April 1st to June 1st, earlier shipments will not be guaranteed . . . Plants will be shipped after May 15th to June 15th. All retail orders shipped prepaid.

1937

# DERRING-DO



# Dahlia's

Visitors Always Welcome to Our Gardens

LIBRARY

RECEIVED

★ FEB 10 1937 ★

LOCATED:

One mile east of town, center along State Highway No. 29, to and up Glenside Avenue, first left driveway end.

References:

The First State Bank, Scotch Plains, N. J.  
Westfield National Bank, Westfield, N. J.  
American Dahlia Society  
New Jersey Dahlia Society  
National Commercial Dahlia Growers Association, Inc.

Terms: Cash

(Stamps not accepted)

Orders are filled in rotation: ordering early will insure the reservation of varieties that may be sold out... Substitutions are not permitted unless so ordered by customer. All tubers and plants are GUARANTEED true to name, and their arrival in good growing condition.

FREDERICK E. DIXON

DERRING-DO

Scotch Plains, N. J.

(WESTFIELD 2-3125)



THIS IS THE RESULT OF FOLLOWING THE DERRING-DO DAHLIA GUIDE

Price 25 Cents



"Dear Sir:

Two years ago I bought your collection No. 1 and I wish (at this rather late day) to thank you for your generosity in substituting some very fine expensive roots in place of those you could not supply as listed in the group. You were kind enough to substitute Jane Cowl, Saxon Chief, Harry Mayer, and other and in accordance with the slogan of the National Association of Commercial Dahlia Growers I want to say that I received **more** than a "Square Deal." In view of your very generous treatment toward a casual buyer whom you never saw or heard of before, it is needless to say that I will be glad to tell others to deal with Derring-Do for an honest and "Square Deal."

Very sincerely yours,

Otta M. Waeterling,  
1392 Boston Rd.  
New York City"

"Dear Mr. Dixon:

I am again reading your Dahlia Guide, very interesting. I believe if all our customers could be induced to have a copy, it would be helpful to us all, especially the cuts on how to plant. Plants, it seems, too few understand, they don't get them deep enough.

D. Paul Wickersham,  
MAD RIVER GARDENS,  
Urbana, Ohio."

"Dear Mr. Dixon:

Another thing you have issued one of the finest books on dahlia growing I have ever seen and I guess I have seen most of them. By that I mean that for Mr. Average Man it just simply cannot be bettered. Just why some of the other growers have not taken it up and issued it from your rights I fail to understand. Surely it would be well worth all the royalty they have to pay. I know if I were in a position to do so I would not hesitate a minute as it gives a service that you and I and others like us have had to experiment and work with, until we secured the results desired.

M. J. Reynolds,

REYNOLD'S DAHLIA GARDENS  
Royal Oak, Mich."

# MY INTRODUCTION FOR 1937



## SINCERITY (I.D.)

Plants \$5.00

Roots \$10.00

### Write-ups:

Own:—Regardless of all dahlias of this color and class I know of none that beat it and my judgment dates back 11 years to Primula Rex, The Lemonade, Eagle Rocks, etc, up to now, including Amy Bartley and Palo Alto which are very new. Sincerity is a very light sulphur-yellow flower with excellent long and strong stem, not clumsy but strong enough to stand being held out horizontally and revolving without bending, or snapping at the head. The foliage is dark green and leathery, growth is very good and flowering early—at no time, even late, does it show an open center, its a 10 inch bloom 3 to 4 deep.

The House & Garden:—"Sincerity (Dixon) is a very pale Sulphur-yellow and has distinction,—and again it is a flower that you like."

The Flower Grower:—"Sincerity, pale sulphur-yellow with broad petals...It is so pale that under artificial light it looks white. It is one of those flowers that you like if you like this particular color: and I over heard considerable favorable comment of the general public looking at the flower."



## "CLASSIC"

From  
**THE ATLANTIC TO THE PACIFIC**

Quote:

From James Kennedy, former Kennedy & Sons, Red Bank, N. J.: "For peat's sake where has he been keeping this dahlia—why haven't we heard more about it—what a dahlia."

From H. Lodge, La Mesa, Calif.: "My main reason for writing is to state that your 'CLASSIC' is quite equal to its name, a tall clean grower and the bloom a real beauty; superior to any I have grown of its color."

From Dr. S. S. Shattuck, Everett, Mass.: "CLASSIC was one of the finest in my garden last season (1936). Wish I had more stock of it."

Mr. Hart states in his "Dahlia Review" the following: "It was the best novelty in the 1933 Brooklyn Show and not since the introduction of Marg. Wilson in 1924 has such a distinctive pastel shade been shown. The color is warm, very definite but very light pink, almost flesh color. Unlike some pastel shades it is attractive in full sunlight and under artificial light as well. An outstanding grower."

At the A.D.S. Trial Grounds at Storrs, it won a Certificate of Merit and was "The most out-standing superb growth."

**Plants \$2.50**

**Roots \$5.00**



# 1937 PRICE LIST 1937

## 1937 NOVELTIES

### DERRING-DO

SINCERITY (I.D.)

Plants \$5.00 Roots \$10.00

**Write-ups:**  
Own—Regardless of all dahlias of this color and class I know of none that beat it and my judgment dates back 11 years to Primula Rex, The Lemonade, Eagle Rocks, etc., up to now, including Amy Bartley and Palo Alto which are very new. **Sincerity** is a very light sulphur-yellow flower with excellent long and strong stem, not clumsy but strong enough to stand being held out horizontally and revolving without bending, or snapping at the head. The foliage is dark green and leathery, growth is very good and flowering early—at no time, even late, does it show an open center, its a 10 inch bloom 3 to 4 deep.

The House & Garden—"Sincerity" (Dixon) is a very pale Sulphur-yellow and has distinction,—and again it is a flower that you like."

The Flower Crower—"Sincerity", pale sulphur-yellow with broad petals... It is so pale that under artificial light it looks white. It is one of those flowers that you like if you like this particular color; and I over heard considerable favorable comment of the general public looking at the flower."

### SATISFACTION (F.D.)

Plants \$5.00 Roots \$10.00

I regret that I am not the sole owner of this dahlia. It was beaten in the N. Y. Show but that was my fault. The color of this dahlia is better than Roman Eagle (which is burnished copper) in that the sheen is more wonderful and the flower is larger. The stem is much longer and equally as strong while the plant is taller and the foliage is excellent. This informal dahlia acquired its name by its performance.

### MEMORIES (S.C.)

Plants \$3.00 Roots \$6.00

Here is another novelty that is not high priced and if it were not worthy it would not be taking up space here. The fact is that this dahlia is not entirely controlled by me therefore, I am not permitted to price it higher. This dahlia is a seedling from Elsie Daniels which it will be recalled had a long run of popularity. The color is stronger and brighter than its parent, being solid violet at the center shagging out to light orchid. It is a good bloomer and like many cactus varieties should be well pruned. This is a very welcomed dahlia in this class and decidedly a bi-colored dahlia. A bouquet of this dahlia under artificial light is a sight that will long be remembered. The blooms are 6 to 8 inches by 4 deep.

### VELVET WONDER BALL

Plants \$1.50 Roots \$3.00

As the name implies the color of this ball dahlia is identical with Velvet Wonder which is rich bright violet bergundy. It has few if any faults and is a new color in this class. It is a strong grower and flowers are very lasting and one much needed in this class.

**NOTE:**—  
All winners with this dahlia will receive \$5.00 order free in 1938.

## WATCHUNG

### WATCHUNG GIANT (I.D.)

Plants \$5.00 Net Roots \$10.00 Net

Here is truly a giant dahlia without being coarse or clumsy. I have watched this dahlia from its first bud, in fact I was present when it was "marked." It is a very creditable addition to the Watchung introductions and I prophecy old Sunrise will have a strong competitor for popularity. The color is a beautiful light definite yellow with a warm suffusion of rose. It is very sturdy dahlia and foliage, stem and habit excellent.

**Write-ups:**  
American Homes, "Watchung Giant" is really a border-line variety between informal and formal. It is a delightful color, light cadmium yellow with warm suffusion of rose. Big and strong, a nice addition to the autumn color range.

The Flower Crower: (Very much the same as that of the American Home.)

## DERRING-DO FEATURES

### FEATURE COLLECTIONS (Plants)

	Net
List \$4.50	Miss Belgium . . . . .
\$2.50	Watchung Sensation . . . . .
Save \$2.00	Lord of Autumn . . . . .
	Murphy's Masterpiece . . . . .
	\$ 4.50
List \$8.95	Judge 5. Seabury . . . . .
\$5.00	American Sweetheart . . . . .
Save \$3.95	Railsides Ruby . . . . .
	Watchung Medal . . . . .
	Watchung Sensation . . . . .
	Murphy's Masterpiece . . . . .
	\$ 8.95
List \$12.25	Midwest Champion . . . . .
\$7.50	Rockley Moon . . . . .
Save \$ 4.75	Watchung Beau . . . . .
	Bauer's Masterpiece . . . . .
	Derring-Do-Bouquet . . . . .
	Watchung Medal . . . . .
	Lord of Autumn . . . . .
	Pride of Austinburg . . . . .
	\$12.25
List \$17.00	Judge Seabury . . . . .
\$10.00	Watchung Sensation . . . . .
Save \$ 7.00	Classic . . . . .
	American Sweetheart . . . . .
	Railsides Ruby . . . . .
	Miss Belgium . . . . .
	Murphy's Masterpiece . . . . .
	Rockley Moon . . . . .
	Midwest Champion . . . . .
	Pride of Austinburg . . . . .
	\$17.00
List \$27.60	Classic . . . . .
\$15.00	Derring-Do-Bouquet . . . . .
Save \$12.60	Lord of Autumn . . . . .
	Bauer's Masterpiece . . . . .
	Rockley Moon . . . . .
	American Sweetheart . . . . .
	Railsides Ruby . . . . .
	Judge Seabury . . . . .
	Pride of Austinburg . . . . .
	Midwest Champion . . . . .
	Murphy's Masterpiece . . . . .
	Watchung Beau . . . . .
	Watchung Medal . . . . .
	Watchung Sensation . . . . .
	Watchung Supreme . . . . .
	Cretel . . . . .
	\$27.60
SEED	At Last Satisfactory Dahlia Seed
	That represents testing, experimenting and studying the subject for a period of many years and it is with a great deal of pride that I can now list for the first time dahlia-seeds that I am proud of.
	For several years I have had calls for my seed but never have had enough of the worthy kind that I would care to recommend. While my supply is limited I do feel sure that those purchasing them will be amply repaid.
	8 gr. (50-75) Seed . . . . .
	16 gr. (100-150) Seed . . . . .

### OTHERS

#### BAUER'S MEISTERSTUCK, (I.D.)

(Bauer's Masterpiece)

Great acknowledgement in Holland and America, Germany, Austria, etc., last year, and is considered, especially in the two countries mentioned first, a "Prize-Winner" for 1936.

This variety is a cross-breeding of the famous "Jane Cowl" with "Copper King", both parents being American giant dahlias. "Bauer's Masterpiece" must be marked as an improvement of "Jane Cowl". This affirmation is a great word! But "Bauer's Masterpiece" has the advantage of being shorter in height (3 1/2 feet), of having an enormous number of flowers and an early blossom-time. Splendid giants of golden bronze shade, reaching a diameter of 12-13 inches, stand on long ironlike stems free above the foliage. The reverse side of the petals is a purplish-violet forming a magnificent contrast to the goldenbronze. A top-achievement of dahlia-breeding.

Plant \$1.00

Root \$2.00

#### BAUER'S IDEAL, (I.D.)

Awarded in autumn 1934 at the "Amato" (Great exhibition of Holland Dahlia Society) in Amsterdam the Silver Changing Challenge Cup, "as best foreign dahlia-novelt for 1934", and six diplomas and awards of merit in Holland alone.

A unique light-fire, a warm glowing red are characteristic of this magnificent new dahlia, the color of which does not fade or burn in the sun. Ironstrong stems, up to 2 1/2 feet in length, bear the gigantic flowers. Blossom-time begins early and continues till frost sets in. The plant and flowers have all good qualities desired. An exhibition-dahlia as well as a cut-flower-dahlia par excellence. 6-10 flowers are at the same time in bloom.

Plant \$1.00

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#### HANSI KNOTEK, (I.D.)

Named after the celebrated Vienna film-star, shows a magnificent golden bronze color, but in a shade, which is just as unique among the bronze-colored dahlias as the red-colorshade of "Bauer's Ideal" is among the hundreds of red dahlias till now.

Plant \$2.50

Root \$5.00

#### INDIENZAUBER, (F.D.)

(Indian Charm)

The greatest consideration in Holland last year. A wonderful novelty, whose strange Indian red color delights everybody. Stiff, long stems are crowned by giant flowers. The tips of the petals glow in a golden yellow. In bright sunshine the flowers seem to be covered with gold-dust. An exotic beauty of decorative form.

Plant \$2.50

Root \$5.00

#### JOE MUELLER, (I.D.)

Is of a darkish amber-color (goldenbrown). The petals show thin stripes and speckles. The stripes have the same fine red color as "Bauer's Ideal". Also this variety never strikes back into the ancestor, but every flower shows the wonderful red stripe-designs (ca. 1-2 m/m broad) on the wonderful brown-golden petals of the flowers.

Plant \$2.50

Root \$5.00

#### WATCHUNG JEWEL (St.C.)

Plants \$5.00 Net

Roots \$10.00 Net

Shown in N. Y. Show as Watchung Star which should have been Jewel.

Here is a type B dahlia that is a jewel and what is more it will be to the Florist especially, even more than Jean Kerr, which is stating a lot. It is better than Jersey's Dainty. It is a perfect formed white straight cactus flower about 4 inches in dia., and a good bloomer, indispensable for floral work. The Stock of this variety is very limited and there is a possibility of it being with-held entirely.

#### WATCHUNG QUEEN (I.D.)

Plants \$2.50

Roots \$5.00

Here is a novelty dahlia introduced at less than the usual price not because it is a lesser value but because it is a yellow dahlia and a very excellent one blooming 8 x 4 inches flowers on excellent stems and foliage. This is another one of the Watchungs that was exhibited in the N. Y. Show, quoted in the A. D. S. Bulletin, "Watchung varieties that will bear watching."

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Plants \$2.50

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U. S. POSTAGE

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Permit No. 71  
PLAINFIELD, N. J.

UNITED STATES DEPT. OF AGRIC.,  
BUREAU OF PLANT INDUSTRY,  
HORTICULTURAL C. O. D.,  
WASHINGTON,  
D. C.,

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